## I/We Claim:

1. A call server, comprising:

a processor;

memory for storing data comprising:

a database that correlates information identifying a plurality of broadcast programs to information for contacting each of the plurality of broadcast programs; and

computer readable instructions that, when executed by the processor, cause the call server to perform a method for establishing a wireless telephony connection, comprising steps of:

- receiving from a mobile device a first request to establish a connection, said first request comprising a current condition of a dynamic variable;
- querying the database based on the dynamic variable to retrieve information for contacting a broadcast program corresponding to the dynamic variable; and
- (iii) sending a second connection request to a device associated with the broadcast program.
- 2. The call server of claim 1, wherein the computer readable instructions further cause the call server to perform steps of:
  - (iv) receiving a connection response; and
  - (v) when the connection response accepts the request, establishing a connection between the mobile device and the device associated with the broadcast program.
- 3. The call server of claim 2, wherein the contact information comprises a telephone number and, in step (v), the connection is a telephony connection.
- 4. The call server of claim 2, wherein the access information comprises a URL and, in step (v) the connection is a data network connection.

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- 5. The call server of claim 1, wherein the dynamic variable represents a current broadcast channel to which the mobile device is tuned.
- 6. The call server of claim 1, wherein, in step (iv), the connection response comprises a delay time, and wherein the computer readable instructions further comprise the step of waiting for the delay time before performing step (v).
- 7. The call server of claim 1, wherein step (i) comprises receiving a text message.
- 8. The call server of claim 7, wherein step (i) comprises receiving an SMS message.
  - 9. A method for establishing a wireless connection, comprising steps of:
  - (i) a mobile device receiving user input to establish the connection;
  - (ii) the mobile device sending to a call server a request to contact a second party, wherein the request comprises a current condition of a dynamic variable;
  - (iii) the mobile device receiving connection information from the call server; and
  - (iv) the mobile device joining a connection to the second party established by the call server.
- 10. The method of claim 9, wherein, in step (ii), the dynamic variable identifies a current broadcast being received by the mobile device.
- 11. The method of claim 9, wherein, in step (iv), the connection comprises a telephony connection.
- 12. The method of claim 10, wherein, in step (ii), the current broadcast comprises an advertisement.
- 13. The method of claim 10, wherein, in step (ii), the current broadcast comprises a call-in program.

- 14. The method of claim 9, wherein step (i) comprises receiving a verbal command.
  - 15. The method of claim 9, wherein step (ii) comprises sending a text message.
  - 16. A mobile device, comprising:

a processor;

memory storing computer readable instructions that, when executed by the processor, cause the mobile device to perform steps of:

- (i) receiving user input to initiate a connection with a device associated with a broadcast program;
- (ii) sending a request comprising a current value of a dynamic variable representing the broadcast program; and
- (iii) when the request is accepted, establishing the connection with the device associated with the broadcast program.
- 17. The mobile device of claim 16, wherein in step (ii) the dynamic variable represents a presently tuned broadcast station.
- 18. The mobile device of claim 16, further comprising the step of, when the request is rejected, receiving a rejection message.
- 19. The mobile device of claim 16, wherein in step (iii) the connection comprises a voice connection.
- 20. The mobile device of claim 17, wherein in step (i) the broadcast program comprises an advertisement.
- 21. The mobile device of claim 17, wherein in step (i) the broadcast program comprises a call-in program.
- 22. The mobile device of claim 17, wherein step (i) comprises receiving a verbal command from a user of the mobile device.

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- 23. The mobile device of claim 17, wherein step (ii) comprises sending a text message.
- 24. A computer readable medium storing computer readable instructions that, when executed by a processor, cause a device to perform steps of:
  - (i) receiving user input to initiate a connection with a device associated with a broadcast program;
  - (ii) sending a request comprising a current value of a dynamic variable representing the broadcast program; and
  - (iii) when the request is accepted, establishing the connection with a device associated with the broadcast program.
- 25. The computer readable medium of claim 24, wherein in step (ii) the dynamic variable represents a presently tuned broadcast station.
- 26. The computer readable medium of claim 24, wherein the computer readable instructions further comprise the step of, when the request is rejected, receiving a rejection message.
- 27. The computer readable medium of claim 24, wherein in step (iii) the connection comprises a voice connection.
- 28. The computer readable medium of claim 25, wherein in step (i) the broadcast program comprises an advertisement.
- 29. The computer readable medium of claim 25, wherein in step (i) the broadcast program comprises a call-in program.
- 30. The computer readable medium of claim 25, wherein step (i) comprises receiving a verbal command from a user of the mobile device.
- 31. The computer readable medium of claim 25, wherein step (ii) comprises sending a text message.

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- 32. The computer readable medium of claim 31, wherein step (ii) comprises sending an SMS message.
- 33. In a mobile terminal, a method of establishing a voice connection between a user of the mobile terminal and a device associated with a broadcast radio program, comprising the steps of:
  - (i) receiving and demodulating a broadcast signal at the mobile terminal;
  - (ii) in response to a user-activated command, transmitting a request to establish a voice connection with the device associated with the broadcast radio program, wherein the request includes information that identifies the broadcast radio program;
  - (iii) receiving from a call server that communicates with the device associated with the broadcast radio program an indication as to whether the request to establish the voice connection has been accepted; and
  - (iv) in response to step (iii), establishing a voice connection with the device associated with the broadcast radio program.
- 34. The method of claim 15, wherein step (ii) comprises sending an SMS message.
- 35. The mobile device of claim 23, wherein step (ii) comprises sending an SMS message.

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